



Implementing Innovative Marketing Strategies From Community Focus Groups and End User Research Efforts



Feed the Snowman

How did Money Smart KC reach tens of thousands with financial capability resources?

Focus Group Report

Input from multiple focus groups about better marketing to low- and moderate-income families

Sliced Bread Revolution

What does 100 years of sliced bread and Money Smart KC have in common?

Glossary

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The intent of the 2019 marketing and focus group playbook is for the playbook to act as a tool to help the Money Smart KC leadership review the current platforms, current goals and future goals of Money Smart KC. The playbook can be a tool to help the leadership team develop short, intermediate and long-term research based marketing implementation plans that are effective, efficient and sustainable.

The playbook has multiple parts that evaluate the Kansas City Metropolitan Statistical Area (MSA), list current information about the Money Smart KC initiative and review suggestions and comments from

focus group attendees, Money Smart KC partners and Alliance for Economic Inclusion members.

This report was also created to be publically shared. It is a goal that the information in the playbook can help similar financial initiatives nationally. The playbook could also be used by volunteer initiatives, non-profit organizations, schools, etc., as a starting point to develop their plan for research based marketing efforts. The marketing and research strategies in this report can help low- and moderate-income families become stabilized, financially educated, banked and economically mobile.

Money Smart KC Overview

Money Smart KC started in 2008 as Money Smart Week, originally designed after the Federal Reserve Bank of Chicago's Money Smart Week. It started as a community financial education initiative that originally had a steering committee of 8 members, 50 partners and 50 events.

Money Smart KC focuses on the needs of the low- and moderate-income families. Since implementation in 2008, Money Smart Week transitioned to Money Smart Month KC in 2011, and finally evolved into Money Smart KC in 2016, a year-round community initiative.

Money Smart KC resources enable families to couple meeting their emergent needs with financial capability tools to promote economic inclusion and economic mobility. Money Smart KC provides year-round, events and classes, website resources, a financial literacy month (April), volunteer initiatives, and a comprehensive calendar of events.

Money Smart KC has established a comprehensive approach that provides keys to self-empowerment, economic inclusion and economic mobility through a large network of volunteer community stakeholders.

Money Smart KC works with a partner initiative, the Alliance for Economic Inclusion (AEI), to help stabilize, financially educate, bank and promote economic inclusion for low- and moderate-income families in Metropolitan Kansas City. The AEI is an organization with approximately 760 members that work to implement and accomplish the goals of the Money Smart KC initiative (website, Money Smart Month, volunteerism, speakers' bureau and financial education calendar). Over 130 AEI members helped co-author the Money Smart KC website.

Both Money Smart KC and the AEI have successfully collaborated for the past 11 years. Almost all Money Smart KC steering committee members are also AEI members.

Money Smart KC Executive Committee

Money Smart KC Executive Committee

The Executive Committee was formed in 2016 and is comprised of the chairs from the Money Smart KC sub committees. The executive committee makes all major decisions about the initiative and, as of March 2018, reports to the Credit and Homeownership Empowerment Services (CHES, Inc.) Board. The current executive committee includes representatives from CHES, Inc., Central Bank of Kansas City, Commerce Bank, Alliance for Economic Inclusion, Federal Reserve Bank of Kansas City, Full Employment Council and The Greater Kansas City LISC.

Money Smart KC Sub Committee's

| | | |
|---|---|--|
| <p><u>Marketing/Media</u></p> <p>Identify optimal marketing/promotional vehicles for key programs tied to the Money Smart Month campaign, as well as the overall initiative</p> <p>Expand awareness and impact using social media, electronic communications and/or other tools</p> <p>Coordinate Public Relations efforts on behalf of Money Smart KC</p> <p>Seek new and enhanced mechanisms to promote Money Smart KC</p> | <p><u>Programming</u></p> <p>Plan and coordinate events</p> <p>Identify opportunities to enhance signature programs, youth programs and diversity programming in order to reach more low- and moderate-income individuals</p> <p>Coordinate programming to reach pre-K through college-level individuals with topic-appropriate financial education</p> <p>Serve as liaison between youth contest coordinators and the steering committee, ensuring youth contest schedules align with deadlines</p> | <p><u>Website Committee</u></p> <p>Lead maintenance and enhancements to the Money Smart KC website</p> <p>Identify and implement key strategies for review of website accuracy and timely content</p> <p>Develop schedule for approving events, adding new content, updates and corrections</p> <p>Seek additional technologies and opportunities to maximize exposure and effectiveness of the Money Smart KC website and calendar of events</p> |
| <p><u>Partnership</u></p> <p>Recruit strong partners and support existing partners to optimize available programming opportunities</p> <p>Determine and seek to incorporate key financial education topics within available programming</p> <p>Identify opportunities to enlarge the partner base in order to reach more LMI individuals</p> | <p><u>Fundraising</u></p> <p>Solicit new sponsors and support existing sponsors to optimize Money Smart KC efforts, including marketing, media, programming and evaluation</p> <p>Recognize financial and in-kind sponsors for their campaign contributions</p> <p>Strategize ways to increase sponsorships and sponsor contributions, both financial and in-kind, in order to reach more LMI individuals</p> | <p><u>Measurement</u></p> <p>Identify and make available optimal vehicles to evaluate partner and participant involvement tied to key programming</p> <p>Coordinate compilation of evaluative data from the steering committee, partners and participants</p> <p>Seek new and enhanced mechanisms to evaluate the extent and impact of Money Smart KC</p> |

A platform, as referenced in this playbook, is any part of the initiative that can be implemented separately from another part. Although multiple platforms can be hosted on the Money Smart KC website, they can be separated. Utilizing independent implementation for the definition of Money Smart KC platforms, the current platforms are Money Smart Month, Money Smart KC website, Money Smart KC Calendar, Money Smart KC Speakers' bureau and the Money Smart KC volunteer initiative.

It is possible to have a sixth platform of replication. This would apply to the 2018 playbook replication model and the state, national and international replication presentations conducted in recent years. Other macro family stabilization and financial initiatives can utilize the 2018 and 2019 playbooks for replication and marketing purposes.

Money Smart KC Platforms

WWW.MoneySmartKC.org



Money Smart Month

Money Smart Week transitioned to Money Smart Month in 2011. Although Money Smart KC is now a year-round initiative, Money Smart KC still concentrates efforts in the month of April. In 2017, 281 partners implemented 1,284 events in the month of April. This outreach served over 27,300 attendees. In 2018, Money Smart KC has the goal of reaching over 30,000 individuals with over 1,300 total classes and events.

Money Smart KC Website

From 2016-2018 Money Smart KC implemented an adult, teen, youth and Spanish website that has had approximately 33,000 unique users view over 460,000 pages. The Money Smart KC website coupled family stabilization, financial education, economic inclusion and economic mobility resources.

Money Smart KC Calendar

The 2018 Money Smart KC calendar averages over 130 public classes per month. Money Smart KC partners, community leaders, and others are encouraged to list free and low-cost events, activities, and classes on the Money Smart KC website year-round. Many organizations and initiatives have listed the Money Smart KC calendar on their organizations' website landing page. This direct link has greatly increased calendar traffic.

Money Smart KC Ambassador Program (Speakers' Bureau)

Money Smart KC has developed an ambassador program to teach financial education, raise awareness of the Money Smart KC initiative, and represent Money Smart KC throughout Metropolitan Kansas City.

Volunteer Initiative

Money Smart KC has attracted many partners by facilitating volunteer recruitment. This not only attracts the partners that need volunteers but also partners that want to volunteer. The Money Smart KC website has one of the biggest volunteer portals in Metropolitan Kansas City. Originally launched in 2016, it is estimated that between 1,500 and 2,000 people volunteer annually through the Money Smart KC portal.

Money Smart KC Partners

In 11 years, Money Smart KC has not solidified a partner list. Because the initiative expanded greatly in the past five years, there are many possible classifications of partners.

The partner list includes:

1. **Over 70 Money Smart KC steering committee members**
2. **Approximately 280 partners implementing events during Money Smart Month**
3. **Hundreds of organizations listing classes on the Money Smart KC website year-round**
4. **Money Smart KC speakers' bureau**
5. **Authors of the Money Smart KC website**
6. **Over 760 Kansas City Alliance for Economic Inclusion members (AEI)**

Also included as possible partners:

1. **900 metro Kansas City organizations with their resources listed on the MSKC website**
2. **6,700 Metropolitan Kansas City organizations receiving e-mails about the initiative**
3. **Big 15 (see below)**

The **Big 15** represents very large organizations, serving low- and moderate-income families that have been strategically targeted as partners. All of the Big 15 CEO's have presented at Alliance for Economic Inclusion meetings over the past 10 years. Almost all of the Big 15 organizations are represented on the MSKC steering committee and all are AEI members.

Big 15 organizations receive very strategic marketing outreach from Money Smart KC. The marketing approach is a holistic approach involving the entire staff of each Big 15 organization. For example, if the Salvation Army operates 19 locations, the entire management staff of each location is sent effective and efficient e-mail communication.



Technology and Innovation Have Excelled Collaboration

Big 15 targeted organizations include:

- **Salvation Army Kansas and Western Missouri**
- **Catholic Charities of Northeast Kansas**
- **Catholic Charities of Kansas City – St. Joseph**
- **United Way of Greater Kansas City**
- **Mid America Regional Council**
- **Mid Continent Public Library**
- **Kansas City Public Library**
- **Kansas City Missouri Public Schools**
- **Kansas City Kansas Public Schools**
- **Full Employment Council**
- **Workforce Partnership**
- **Financial Institutions (count as 1 targeted outreach)**
- **Housing Authority of Kansas City, MO**
- **Kansas City, MO (city)**
- **Unified Government of Wyandotte County**

New Approach – Aggregated Vetted Resources

Money Smart KC is Marketing a New Approach - Aggregate Vetted Resources

It took four years, 131 organizations and 23,000 hours to create the Money Smart KC website. Over 90% of resources are national and the website has been accessed hundreds of thousands of times and used by almost every country in the world. Resources include: a 32 topic Adult Website, 24 topics Teen Website, 12 topics Youth Website, 9 topics Professional Website, a Request a Speaker and volunteer Opportunities section and a 2018 replication playbook.

The key to marketing the initiative is to communicate to the entire leadership of Metropolitan Kansas City a message that is honest and has value.

That message is simple - Money Smart KC uses strategy, innovation and partnership to create a one-stop technological platform of vetted resources, that can provide resources for 99% of the issues a family will face in becoming stabilized, financially educated, banked and economically mobile.



Current Efforts to Financially Educate and Bank Low-and Moderate-Income Families

+

Current Technology and Partnerships

=

Good Results

Current Efforts to [Stabilize](#), Financially Educate, Bank and [Promote Economic Mobility](#) for Low- and Moderate-Income Families

+

New Technology, Innovation, and a Modern Partnership of 1,000 Organizations

=

Potential for Dramatic Results

***Stabilize** – Provide strategic and innovative options for low- and moderate-income families to access any resource that they need to stabilize their family.*

***Promote Economic Mobility** – Help families to access resources that provide opportunities and supportive services to finish high school, obtain a degree or marketable skill, increase savings, buy a house or start a business.*

Aggregate Vetted Resources Layout – Example of Adult Topics

Topics

Topics that can help you and your family become Money Smart.

We have collected information and links for groups that can help with a wide range of topics. So whether you need to learn how to improve your credit, save for retirement or budget for your next big purchase, we are here to help you find the help you need.



Banking 101



Budgeting/Smart Spending



College Prep/Funding



Credit



Disability



Economic Mobility



Emergency Services



Employment



Entrepreneurship



Family Needs



Financial Coaching



Financial Education



Financial Protection



Financial Services



Fun and Free in KC



Government / Benefits



Healthcare



Housing



Immigrant Services



Insurance



Internet – Get Connected



Investing



Legal Services



Library Services



Loans



Mentoring Programs



Online/Mobile Finances



Parenting/Childcare

TOPICS

We have collected information and links for groups that can help with a wide range of topics.

ADULT TOPICS

Banking 101
Budgeting/Smart Spending
College Prep/Funding
Credit
Disability
Economic Mobility
Emergency Services
Employment
Entrepreneurship
Family Needs
Financial Coaching
Financial Education
Financial Protection
Financial Services
Fun and Free in KC
Government / Benefits
Healthcare
Housing
Immigrant Services
Insurance
Internet – Get Connected
Investing
Legal Services
Library Services
Loans
Mentoring Programs
Online/Mobile Finances
Parenting/Childcare
Reentry
Retirement / Estate Planning
Saving
Senior Resources
Tax Preparation
Transportation
Veterans / Military Services

Vetted Resource Classification – What’s So Special About That?

Classification of Vetted Resources is Key!

Money Smart KC leaders studied the work of Dr. Sheena Iyengar, Professor of Business in the Management Division at Columbia University in New York. Her work on classification and choice greatly affected how resources are presented on the Money Smart KC website. However, to utilize Dr. Iyengar’s suggested classification process the team couldn’t use a geocode word search system that produced tens of thousands of results per search. The Money Smart KC leadership team would need to review approximately 10,000 local and national resources. The Money Smart KC leadership team vetted the resources and made objective decisions on the capacity of each resource to serve LMI families. Generally, resources were chosen that had large-scale capacity to help LMI families, did not sell products on their site, or have inappropriate images. By website release in March 2016, the Money Smart KC leadership team classified approximately 4,000 national and 600 local resources into 30 end user topic tabs and 8 provider tabs.

Classifying local Metropolitan Kansas City resources in a picture format with a two-click accessibility process allows low- and moderate-income families to easily access the vetted resources in a matter of minutes. The average Money Smart KC website user reviews 9.5 pages in 3 minutes and 47 seconds. Simply put, any end user with basic literacy and computer navigation skills can access the website and multiple family resources with ease.



Sheena Iyengar – Ted Talks

https://www.ted.com/talks/sheena_iyengar_on_the_art_of_choosing?language=en

https://www.ted.com/talks/sheena_iyengar_choosing_what_to_choose?language=en

Resource Classification, A KEY to Economic Mobility Success

Resources must be classified on a continuum; stabilization, financial education, banking and economic mobility. End users shouldn’t have to go to multiple websites trying to access resources to help them achieve multiple parts of the continuum. Nor should they spend hours researching through search engines listing hundreds of thousands of results per search.

Today the most popular way low- and moderate-income families obtain resources is to use the geocode search term website Google. Google and other search websites produce millions of unvetted results. They simply use a location and search term and aggregate information.

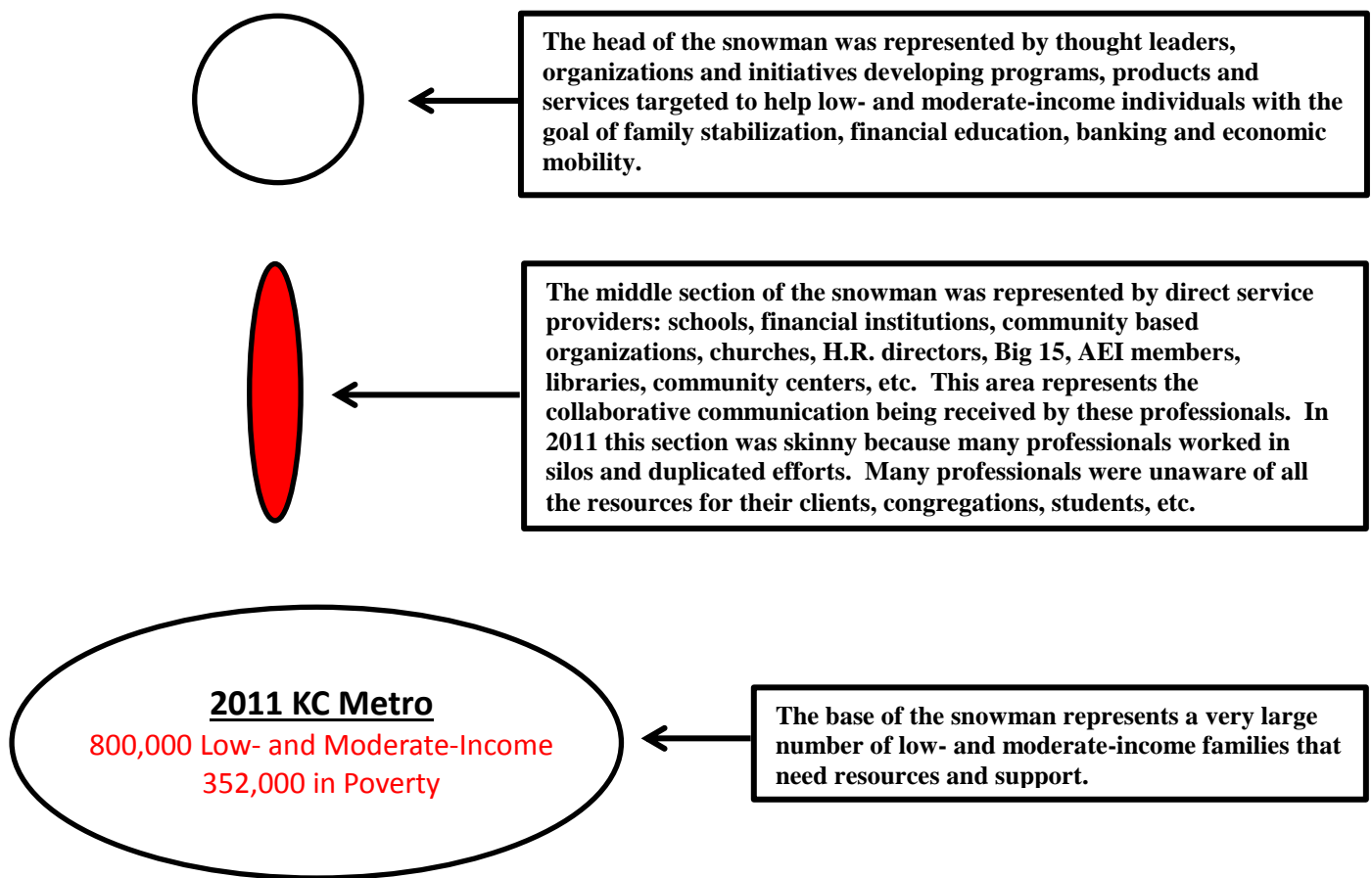
However, most large cities have social service websites that use geofencing and have some filters. However, these websites still produce thousands of resources per search. Money Smart KC aggregates vetted resources for the Kansas City metropolitan statistical area (MSA) and usually only lists 10-30 resources per topic. Also listed are contact numbers, e-mail, Skype and other ways to directly communicate with professionals that can help.

Current Communication Plan – Feed the Snowman

FEED THE SNOWMAN Is A Strategic Macro Communication Plan

In 2011 a review was completed of multiple financial resources and tools in Metropolitan Kansas City. The review also included multiple social service stabilization platforms. It was determined that multiple efforts were working in silos and few were at capacity. The assumption was that a strategic marketing effort and effective and efficient communication would benefit Metropolitan Kansas City by promoting collaboration and decreasing duplication of efforts.

In 2011 the Kansas City Alliance for Economic Inclusion partnered with Money Smart KC to implement a marketing strategy called **Feed The Snowman**. The idea worked to provide a direct line of effective and efficient communication to a large group of professionals working with low- and moderate-income end users. The goal of the communication plan was to increase communication with this larger group of professionals directly serving low –and moderate-income families.



The goal of the AEI and Money Smart KC was to feed the center section of the snowman with a central message and develop a website of resources to direct the service providers to. From 2011-2018, professionals serving low- and moderate-income families received an estimated 1.1 million e-mails.

Money Smart KC grew from 17 steering committee members to over 70. The AEI expanded from 87 members to over 760. And collaborative efforts greatly expanded in Metropolitan Kansas City. In 2018, over 6,700 community leaders were receiving e-mail communication bi-weekly.

How Did We Feed the Snowman?

Money Smart KC and the AEI started feeding the snowman in 2011 by promoting collaboration, communication and targeting specific groups.

2011-2018 Specific Targeted Groups

Financial Institutions – Clients

Schools –Students

Community Based Organizations – Clients

Churches – Congregations

H.R. Directors – Employees



The KC Snowman middle section grew very large!

Marketing was also created for specific groups such as parents, teens and youth.

Money Smart KC Effective and Efficient Collaboration of Resources

Website – Aggregate of approximately 6,000 local and national resources.

Calendar – Aggregate of over 30 Kansas City financial education calendars.

Money Smart Month – Aggregate of classes and events serving over 29,000 in 2017.

Volunteerism – Aggregate of over 50 financial education initiatives.

Speakers' Bureau – Aggregate of Kansas City organizations providing financial education.

Communication to Kansas City Community Leaders and AEI members

| | <u>AEI Members</u> <u>Weekly Communication</u> | <u>Kansas City Leaders</u> <u>Bi-Weekly Communication</u> |
|------|---|--|
| 2011 | 120 | 2,210 |
| 2012 | 185 | 3,100 |
| 2013 | 225 | 3,984 |
| 2014 | 465 | 4,454 |
| 2015 | 470 | 4,800 |
| 2016 | 554 | 5,410 |
| 2017 | 665 | 6,100 |
| 2018 | 762 | 6,720 |

An estimated 3,680 attendees have participated in Alliance for Economic Inclusion meetings since 2011.

Money Smart KC communicated with multiple professionals from Metropolitan Kansas City.

131 Municipalities

136 Banks

2,000 Non-Profit Organization

500 Churches

81 Community Centers

78 Libraries

250 Large Employers

36 Chambers

41 School Districts and Charter Schools

32 Colleges

Current Marketing Effort

For the entirety of the Money Smart KC initiative, marketing has been a volunteer driven effort. This playbook will outline the efforts the last three years.

Money Smart KC Marketing Committee

Responsibilities

- Vlog development and implementation
- Consistent social media outreach
- Radio and TV interviews
- Distribute over 100,000 Money Smart Month calendars
- Flyer and Poster Distribution

Marketing Print Pieces

- Money Smart Month Calendar
- MSKC Youth Flyer
- MSKC Youth Poster
- MSKC Teen Flyer
- MSKC Teen Poster
- MSKC Adult Flyer
- MSKC Adult Flyer
- 2018 MSKC Playbook
- 2018 MSKC Playbook Summary
- MSKC Calendar Flyer

Alliance for Economic Inclusion, Marketing In Collaboration With Money Smart KC

The Alliance for Economic Inclusion conducted multiple meetings annually with a concentration on Money Smart KC platforms (meetings averaged 174 attendees). The AEI also e-mailed 6,700 community partners (banks, COBs, churches, cities, chambers, schools, etc.) bi-weekly, e-mailed over 760 AEI members weekly, printed approximately 150,000 flyers a year and distributed to metro partners and

gave local, state, national and international presentations outlining Money Smart KC platforms. AEI leadership also implemented an extensive campaign to help partner's link strategic pages of the Money Smart website to the partners landing page and resource pages.

School Marketing Assistance

Banks and Schools have given much marketing support to Money Smart KC. Schools have allowed distributions of tens of thousands of print pieces to their students, staff and teachers. They have also partnered to host large events. It is the goal to put a Money Smart KC poster in every classroom of every school in Metropolitan Kansas City (approximately 15,000 posters) by the end of the school year in 2019.

Co-Branding Money Smart KC

Many have suggested to co-brand the Money Smart KC initiative. Many that hear Money Smart KC believe that this is an initiative that only works on financial education and banking the unbanked. Almost all banks, financial educators, schools, etc., know about the MSKC website. However, approximately half of the MSKC website resources are for family stabilization. Therefore, a co-branding of the initiative as a family stabilization resource (KC Resources) could result in much increased traffic to the MSKC website. Then, Money Smart KC could market to all social service organizations and they would understand that Money Smart KC is one of the largest vetted family stabilization sites in the nation.

Strategic Market Research

Market research was needed to expand effective Money Smart KC marketing efforts in Metropolitan Kansas City.



Strategic Research and Development

How did Money Smart KC become one of the largest volunteer led initiatives in the nation? What caused a partnership of 1,000 organizations to develop multiple platforms that have been used by hundreds of thousands of individuals? Who generated the great ideas and what was the process for implementation?

Money Smart KC simply listened to community members, AEI members and Money Smart KC partners. Money Smart KC partners had experience conducting market research and that was one of the keys to understanding community needs and wants.

In the past seven years, the AEI and Money Smart KC have received almost 1,000 evaluations, conducted multiple focus groups, interviewed many end users and community leaders and received literally thousands of comments from the community via e-mail. Money Smart KC also held multiple product testing sessions with end users and professionals.

Market research was imperative in the successful development of the Money Smart KC platforms and Money Smart KC is thankful that businesses, financial institutions and others provided professional guidance from actual staff working directly in the field of market research?

A listing of our market research outreach is outlined below.

Focus Groups and BETA Testing

2011-2013

Approximately 700 AEI meeting evaluations and personal questionnaires were completed by AEI members. The members called for a central database of resources. The database must be written to a basic level and include family stabilization and economic mobility resources. From these recommendations the new Pinterest style Money Smart KC vetted resource website was proposed.

2014

The new Money Smart KC implementation plan was written and submitted to the Money Smart KC leadership for approval. Over 100 presentations were made to groups around Kansas City to receive input and build partnership support.

2015

Blue Valley Center for Advanced Professional Studies (CAPS) students reviewed initial design and marketing strategies for the MSKC proposed website release. They submitted proposals for more innovative platforms. Their initial suggestions were to minimize print and insure almost all information on any topic could be viewed from a single page view (very little scrolling). They also suggested more innovative videos be added.

2016

In February of 2016, four groups BETA tested the website. BETA testers gave many positive compliments about the Money Smart KC website. Most individuals stated they liked the simplicity, color and layout. All liked the topics section and multiple times made positive comments on the grouping of resources. Many other compliments were given to the site design and ease of navigation. Many stated how they appreciated that the site was resource heavy but not cumbersome to search.

Four BETA sessions were completed with two groups of professionals and two groups of end users. There was much diversity in these groups in age, race gender, etc. Although the information was not captured on the questionnaire, most end users are estimated to be low- and moderate-income and most providers were estimated to be middle and upper-middle income.

During BETA testing, a majority of end users did not have a high school diploma but were easily able to utilize the site (interviewer informally asked about education level). This eased the concern of many developers and provider testers as usability with a limited education was a concern. End users stated over and over again that they enjoyed the simplicity of obtaining the information. During the first BETA

Focus Groups and Evaluations

testing, the average time that testers spent on the site was approximately 90 minutes. Many stopped filling out the questionnaires' because they found so much interesting information. Some of the end users even attempted to sign up for further information by submitting their e-mail.

From our BETA testing we have very positive outcomes. With end users, 53.8% that viewed the site said yes they would use it, 30.8% said they would probably use it and only 15.4% were not sure. With providers, 68.8% that viewed the site said yes they would use it, 25% said they would probably use it and only 6.25% were not sure. Not one person stated they would probably not or not use the site. The providers rated the site 3.1 out of 4 or slightly above a B rating. Many stated that in full usability mode, they would have rated the site higher.

This evidence would reinforce the belief that if marketed correctly, this site could be highly effective with low- and moderate-income (LMI) users and providers serving LMI families, employees, students and clients.

Blue Valley CAPS students tested the website and made innovative suggestions. They also helped to create and market the youth and teen website topics.

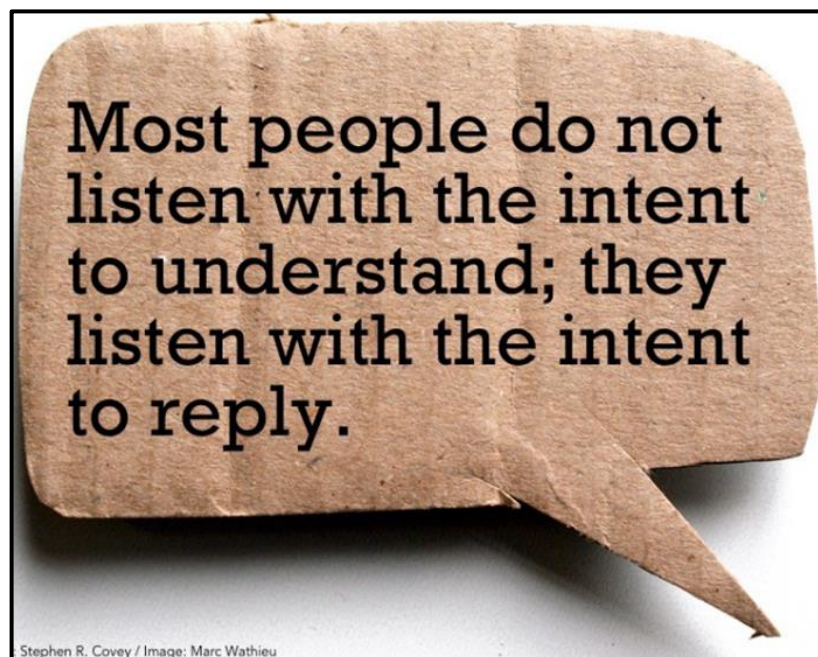
2017

Blue Valley CAPS students helped finalize and test the teen and youth website. They also tested marketing flyers with students. CAPS students also created the Fun and Free in KC website Topic.

2018

Blue Valley CAPS students create multiple tabs of the MSKC Spanish Website. They also evaluated the current marketing plan of MSKC. They suggested many improvements to the website including a static menu on the left side of all topic pages.

In May of 2018, AEI members and MSKC partners participated in a set of three focus groups. The concentration of these groups was youth/teen, adult and Spanish sections of the MSKC website. In addition to the concentration, the focus groups suggested innovative marketing efforts. The results of these groups are listed in this playbook.



Stephen R. Covey / Image: Marc Wathieu

***Always Listen
To Your
Community,
Meet With
Them
Regularly and
Involve Them
In The
Creation and
Expansion Of
The Initiative!***

Continually Evaluating Program Through Community Input

Money Smart KC Evaluations

Money Smart KC Event Evaluations from Money Smart KC events are used to create a Money Smart Month and end of the year report. The evaluations serve as a tool to establish the demographics of the end user and develop strategic planning for Money Smart KC future implementation.

AEI Meetings Evaluations

All AEI meetings promote Money Smart KC. Approximately 131 AEI members authored almost the entire Money Smart KC website and additional platforms. AEI evaluations have been utilized to help improve Money Smart KC platforms after their release.

Additional Community Input

The Money Smart KC Website has a Contact Us tab which regularly received community comments.

General E-mail Comments

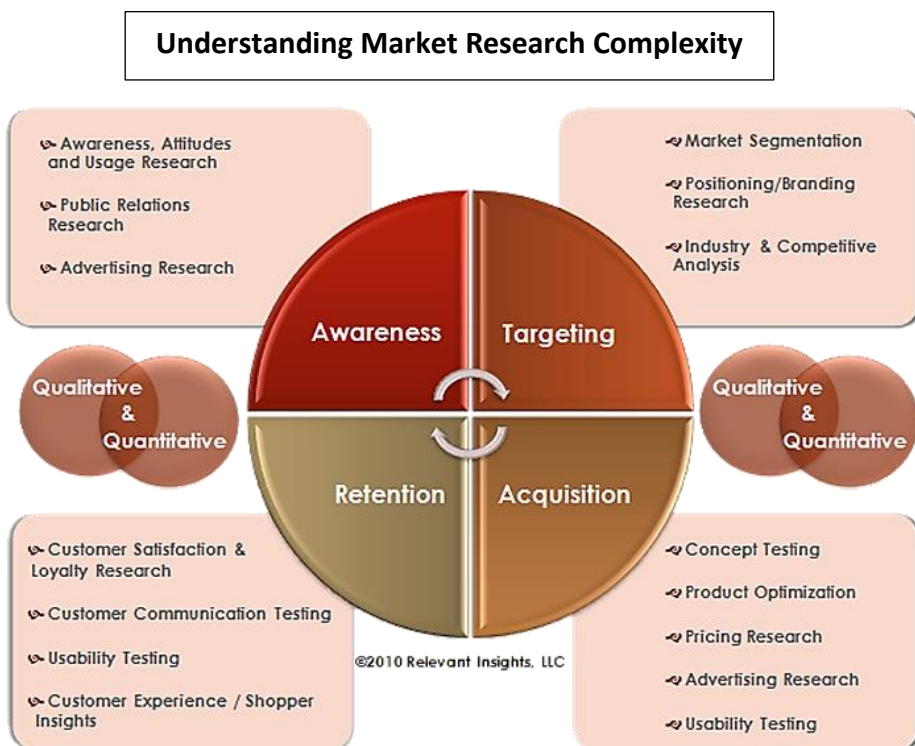
AEI members and MSKC partners have submitted thousands of comments through general e-mail to leadership. Based on these comments, almost 1,600 changes and additions were made to Money Smart KC platforms between 2016 and the end of 2018.

Market Research Complexity

Marketing research is very complex. To know and understand what is valuable to research and what is not may take a partnership with a professional research team.

The AEI and Money Smart KC were lucky enough to have strategic partners in Kansas City that helped review market research plans. Having a strategic research partner gave credibility to the initiative research efforts.

Money Smart KC needs to further excel in the market research of their platform development and the results of platform implementation. A greater understanding of initiative outputs and outcomes is needed. Further partnerships with financial institutions, businesses and other large entities, with established research departments, is needed for specific evaluation of success.



May 2018 Focus Group Session

Below will be the aggregated comments from those attending the 2018 focus groups sessions in May of 2018. These comments are direct feedback from Alliance for Economic Inclusion Members and Money Smart KC partners.

The comments are presented as they were given in the three focus groups; youth/teen, Spanish and adults.

Youth/Teen Outreach Focus Groups

In this section, the individual suggestions from the May 31st focus group will be listed. Then, an overall macro implementation emphasis will be shared.

| | Youth Marketing Suggestions |
|----|---|
| 1 | Partner with Exchange City |
| 2 | Advertise in the spaces targets address frequently |
| 3 | Billboards |
| 4 | Bus Stops |
| 5 | KC Financial Literacy Board Game w/ Local land markers |
| 6 | Mascot |
| 7 | Have a Mascot Visit School Events |
| 8 | Assembly in Schools with Jingles, Flyers & Give Aways |
| 9 | Free Wallets, Purse, or cellphone card holders |
| 10 | Bank incentive to young people who save, gift, matches funds |
| 11 | Incentives |
| 12 | Channel 1 like video of website |
| 13 | Viral Challenge "What's in Your Pockets" |
| 14 | Saturday Morning Money Smart Segment on Local TV Station |
| 15 | Sponsor Schools Math Relays or other activities |
| 16 | Partner with Big Brothers & Big Sisters |
| 17 | Partner with Grocery Stores |
| 18 | Partner with Theaters |
| 19 | Financial Fair |
| 20 | Banks opening Savings accounts @ schools rather than them going to the banks |
| 21 | Mobile van |
| 22 | Promote at libraries during reading programs |
| 23 | Promote at mobile libraries |
| 24 | Neighborhood Association Events |
| 25 | Locals in the community sharing their financial success stories |
| 26 | College Aged Ambassadors |
| 27 | Cultural Competency |
| 28 | Diversity |
| 29 | Provide Teachers the Opportunity to create lesson plans based off the website |
| 30 | Financial Literacy Night during Vacation Bible Schools |
| 31 | Attend Back to School Fairs |

| | |
|----|---|
| 32 | Give Classroom Presentations Work directly with the Teachers |
| 33 | PTA Meetings |
| 34 | Work with health insurance and hospitals |
| 35 | Teach kids the history of money |
| 36 | Find uninsured children and talk to their parents about options |
| 37 | Partner with YMCA |
| 38 | Create Fun & Free videos in the same style as (DFB Guide) |
| 39 | Contests |
| 40 | Contest for kids to see who can save the most during summer |
| 41 | Create an App that is fun with games and activities |
| 42 | Collaborate with Worlds of Fun |
| 43 | Car Decals, T-shirts, Cups, etc. |
| 44 | Starting Youth Committee |
| 45 | Go to College Orientations |
| 46 | Gamify |
| 47 | Target Continuous Services |
| 48 | MSKC as supplemental tool for curriculum in schools |
| 49 | Interactivity to the website (drag and drop options, playlist, etc.) |
| 50 | Work with Artist to create art and Music promoting financial literacy |
| 51 | Create a catchy jingle for commercials |
| 52 | Coupons!!!! |
| 53 | Add a Coupon Section on the website |


Adult Outreach Focus Groups

| | Adult Marketing Suggestions |
|----|---|
| 1 | VITA |
| 2 | Schools, churches, non-Profits Promotion |
| 3 | Advertising Geo fencing |
| 4 | Commercials |
| 5 | Bus / Mobile vehicle |
| 6 | Social media, Twitter, Instagram, Facebook, etc. |
| 7 | Peer financial milestones and accomplishments |
| 8 | Work closely with homeless shelters |
| 9 | Partner with CBOs, shelters, domestic violence, employment agency, probation and parole, etc. |
| 10 | Partner with NPC |
| 11 | Parent teacher nights/ meet the teachers |
| 12 | Make mobile friendly!!! It is not at all! |
| 13 | Build relationships with local law enforcement, fire stations, ems services |
| 14 | Billboards |
| 15 | Partner with MARC |
| 16 | Promote at colleges and sporting events |

| | |
|----|--|
| 17 | Create a raffle with mascot for sporting events |
| 18 | Adds in streetcar |
| 19 | Where's Waldo scavenger hunt |
| 20 | Work with car dealerships, train stations, bus stations marketing |
| 21 | Rush Card use icon of community who cares about social issues |
| 22 | Drone droppings |
| 23 | Bucky Bucks mascot |
| 24 | Videos on YouTube |
| 25 | Give aways |
| 26 | More visibility at events |
| 27 | Better communication with partners |
| 28 | Key public figures and PSA's |
| 29 | Bus passes, library cards, school ids, museum passes, grocery reward cards, act. |
| 30 | Incorporate into continuum of care HMIS System |
| 31 | FOC |
| 32 | Partner with financial institutions (banks & credit unions) |
| 33 | Meet the target where they are |
| 34 | Link financial stability with emotional triggers |
| 35 | Collaborate w/ city, like dmV or election offices |
| 36 | Bankruptcy courts, judges & attorneys to promote |
| 37 | Loan officers |
| 38 | Less cluttered interface |
| 39 | Intentional training |
| 40 | Neighborhood associations |
| 41 | Mental health service providers |
| 42 | Disability services |
| 43 | Tours |
| 44 | Substance abuse counselors |
| 45 | Work with social workers |
| 46 | # Twitter campaign |
| 47 | Work with employers during new employee orientations |
| 48 | Resource tables and fairs |
| 49 | Create a job fair with banks creating accounts once employed |
| 50 | Send out information to parents who enroll in free or reduced lunch |
| 51 | Tie info to known benefits (SNAP, TANIF, Childcare subsidy, etc.) |
| 52 | Merge with 211 |
| 53 | Teach social services |
| 54 | Partner with other agencies adults receive services from DCF, WIC, VR, etc. |
| 55 | Include on food stamps applications |
| 56 | Have quick questionnaire on website to find just what they need and suggestions |
| 57 | \$50 incentive drawing to visit website |
| 58 | \$50 incentive drawing to tell qualitative story |
| 59 | Capture further information by developing pop up questionnaire |

Spanish Outreach Focus Groups

| | Spanish Marketing Suggestions |
|----|---|
| 1 | Partner with schools and churches |
| 2 | Music videos |
| 3 | Gift Card Giveaway |
| 4 | Top 10 Financial Lists |
| 5 | College Counselling |
| 6 | Community Meetings & Promotions |
| 7 | Culturally Relevant |
| 8 | Education to those who want to reach out to the Spanish speaking population |
| 9 | Translate All Materials |
| 10 | Voice over in Different languages and make it culturally competent |
| 11 | Aware of cultures |
| 12 | Earn trust in the community |
| 13 | Loans available for undocumented individuals or families |
| 14 | Low-interest loans so they don't rely on payday loans instead |
| 15 | Banks sponsor events in the faith based communities |
| 16 | Diversify the team! Have Spanish speakers |
| 17 | Help build and understand credit |
| 18 | Dos Mundos articles/ ads |
| 19 | Mobile friendly!!!! |
| 20 | Promote in Spanish!!! |
| 21 | More events out in the Spanish community |
| 22 | Push notifications on app (promote, remind, encourage) |
| 23 | Reward system (complete x amount of courses, earn a reward, etc.) |
| 24 | Highlight Spanish speaking events |
| 25 | Free Entry - Fair (food trucks, games, rides, etc.>) |
| 26 | Promote using social media |
| 27 | Videos |
| 28 | HEDC, El Centro, Mexican Consulate, Guadalupe Center, Mattie Rhodes, Etc. Work very closely with them. |
| 29 | Partner with social service agencies and financial institutions |
| 30 | Create short commercials to put on Spotify, radio, etc. |



Visit Our Calendar !

Please review our Calendar with over 100 Free or low cost classes and events per month!

Money Smart Calendar

Implementing an effective marketing plan can be extremely difficult for a volunteer initiative. There can be over 40 marketing strategies. This can overwhelm a volunteer group that is trying to do basic outreach. However, in today's world, marketing is extremely important. Targeted marketing with research is a must. Strategic sustainable effective marketing is the goal.

The future of marketing will rely on a comprehensive innovative plan. Money Smart KC will need to manage a system of marketers. The emphasis will be more on an organized leadership team that can manage a marketing macro system. Money Smart KC Leadership marketing plans could involve managing a full-time staff, marketing committee, professional marketing companies, financial institution marketing volunteers, college students and others.

Money Smart KC has been able to incorporate many marketing team members from financial institutions serving Metropolitan Kansas City. This allows the financial institutions to receive Community Reinvestment Act (CRA) positive consideration. Money Smart KC has also partnered with both colleges and high schools to develop marketing plans, videos, PSAs and test implementation with students.

What types of marketing is Money Smart KC currently implementing?



An article about 45 Marketing strategies by Maggie Aland, staff writer for Fit Small Business, is listed at:

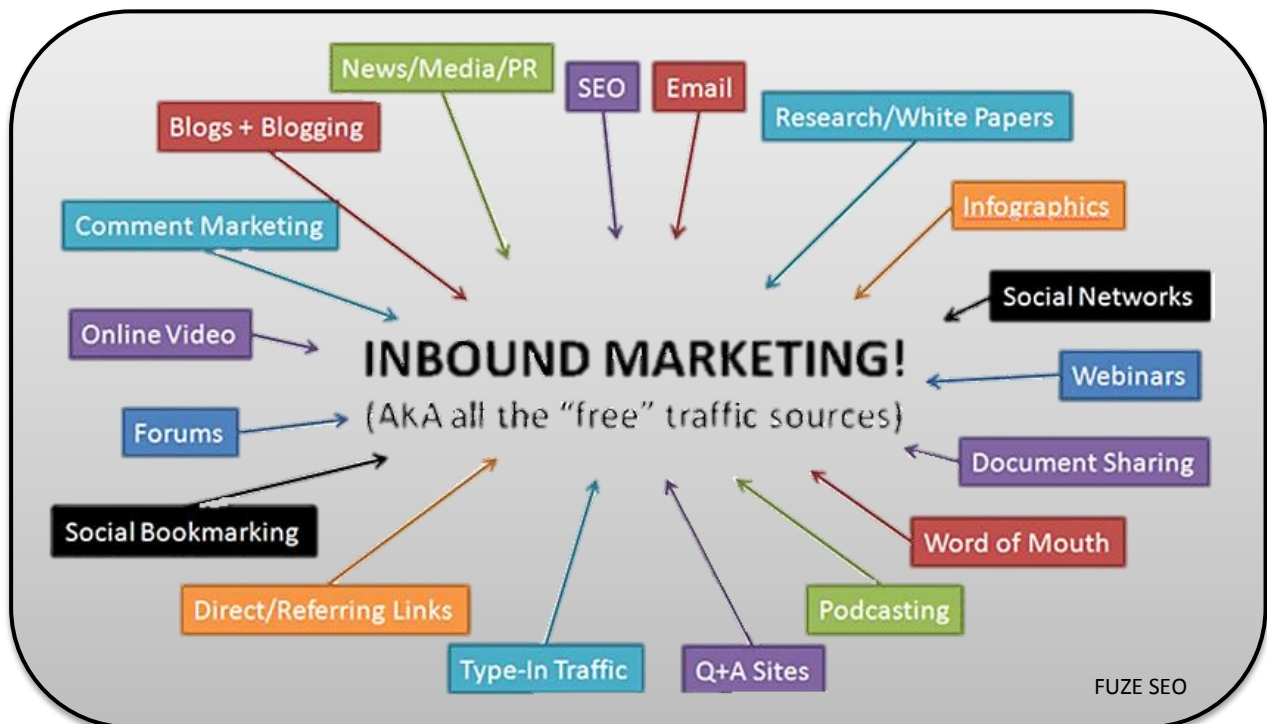
<https://fitsmallbusiness.com/types-of-marketing-strategies/>

1. Comprehensive Collaborative Marketing (Strategies Include: Referral, Relationship, Affinity, Conversational, Cross, Grassroots)

Money Smart KC and the Alliance for Economic Inclusion partnered to message approximately 1,000 partners and an additional 6,700 community leaders in Metropolitan Kansas City. Over a million e-mails were sent to these groups in the past five years and many organizations listed a link to the Money Smart KC website on their organizations website.

2. Inbound Marketing

Money Smart KC didn't take advantage of every option of inbound marketing but did use many forms to market the initiative. See graph below.

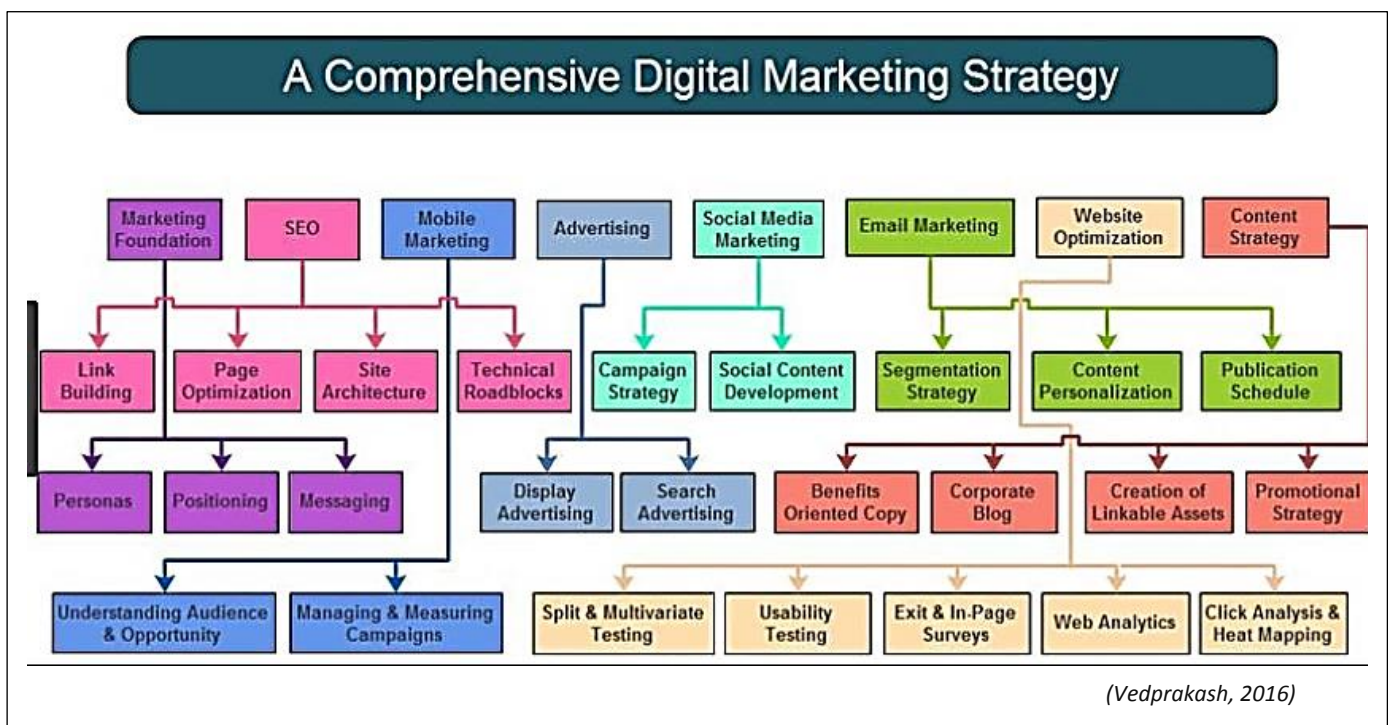


3. Digital Marketing

In just a few short years, holograms, virtual reality, artificial intelligence, etc. will be the platforms used by smart watches, cell phones and in-home/in-car digital assistant systems such as Alexa, Siri and Google assistant. How does Money Smart KC establish an effective digital marketing strategy now and plan for innovative future implementation?

Marketing strategies are very complex (as shown on the chart below). This is where partnerships and collaboration can excel Money

Smart KC effective marketing efforts. By partnering with financial institutions that have teams on the cutting edge of digital marketing, leadership doesn't have to understand the entirety of the complexity. By utilizing relationships with schools, Money Smart KC can create a win-win situation by partnering with students to develop digital marketing strategies and giving the students real-world assignments. Also, Money Smart KC may consider hiring a professional digital marketing group to promote a comprehensive marketing strategy.



4. Print Marketing (can be a part of many other marketing strategies)

A large part of the Money Smart KC marketing success was a year-round print marketing campaign with flyers, posters and Money Smart Month calendar distribution. Over 150,000 youth, teen and adult flyers are distributed to non-profit organizations, financial institutions, housing organizations, schools, businesses, churches, etc. annually. Approximately 160 community centers and libraries received print flyers multiple times a year. Another 3,500

posters were distributed. Approximately 100,000 Money Smart KC calendars were distributed during April, Money Smart Month. Finally, 50,000 business cards were printed for distribution by financial institutions, police and others. Although print marketing seems outdated by some, it still has traction with low- and moderate-income families. It also bridged the gap of technology adaption for low- and moderate-income families by giving them a hard copy of resources.

Video Production For Marketing To Specific Audiences

Video Production

With the introduction of YouTube in 2005, and multiple other video sites in the past 10 years, videos are accessed billions of times a day! However, with over 400 hours of video content uploaded to YouTube each minute and one billion hours of content being viewed each day, Money Smart KC must be very strategic in their video production.

The goal of Money Smart KC videos would be to present content that is interesting, useful and targeted to a specific end user. The initiative needs to promote their specific programs, products and services directly to end users (low- and moderate-income families and professionals). Video creation ideas submitted to Money Smart KC include:

1. Record a short two-minute video for all sections of the Money Smart KC website.

**Youth
Teen
Adult
Spanish
Professional**

**Calendar
Money Smart Month
Volunteer
Replication**

2. Record a short two-minute promotional video for all topics of the youth, teen, adult, professional and Spanish sections.

**Youth (12)
Teen (24)
Adult (36)
Spanish (20)
Professional (8)**

3. Record a short two-minute promotional video for all target audiences. By personalizing videos to a specific audience, the end user will be much more likely to see value in the content.

**Teachers
Students
Community Based Organizations
Low- and moderate-income families
Churches**

**Congregations
Financial Institutions
Banking clients
H.R. Directors
Employers**



When considering a video we also want to consider the future. In 2019 a comprehensive video strategy may be the most effective way to reach thousands of low- and moderate-income families. However, in just 2-4 years a hologram recording, virtual reality or artificial intelligence platforms may be much more effective with targeted audiences. It is imperative the Money Smart KC establish future marketing goals as they implement current marketing plans.

An Idea That Could Change Resource Distribution For Millions!

There is an old saying, “You Won’t Know Unless You Ask!”

In 2018 Money Smart KC and AEI leadership presented a geofencing idea to representatives from Google. Money Smart KC and AEI leadership approached Google and proposed they test market a **KC Resources** icon on all google platform searches for the 15 county Kansas City metropolitan statistical area (MSA). This geofencing would place an icon on all mobile, computer and other device platforms that would directly link to the Money Smart KC adult resources section. Because of co-branding efforts, the icon would be titled KC Resources.

The goal of the icon is to simply and easily provide any resource needed by any family member, whether a mom needed credit counseling or free tax preparation. A father might need diapers for the baby or food for the family. Families would be able to find help for almost any problem they have at the tip of their fingers. The key factor of the proposal is to list the KC Resource tab boldly below the search bar so that any end user needing resources could easily see it.

This idea could be expanded to other search engine and popular social media sites:

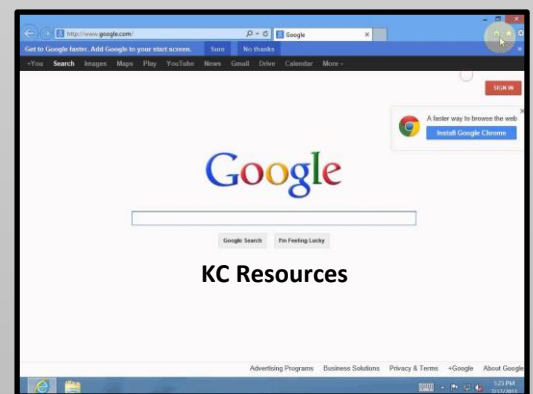
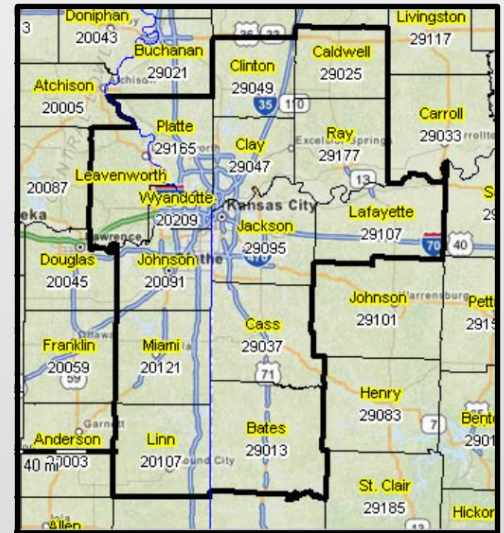
Google
Yahoo
Bing

Snapchat
Facebook
Instagram

As of now, there are no resource topics in the menu of search engines (Google, Yahoo, Bing, etc.). But by geofencing the resources, it would be a great step toward an entire metro of over 2,000,000 being able to easily access vetted resources to stabilize, financially educate, bank and promote economic mobility for all. And this could easily expand to all MSAs, states and even a national vetted website.

Although Google was not ready to implement the proposed targeted strategy, the presentation was well received. Money Smart KC must continually take opportunities to partner with organizations that have the ability to change how resources are distributed. These partnerships could include for-profit, non-profit, government, state, national and even international partnerships.

Money Smart KC and the AEI are leaders of innovation, technology and futuristic thinking. Representatives have presented to state, national and international groups. Leadership must continue to consider innovative marketing platforms to reach hundreds of thousands of low- and moderate-income families. If successful in revolutionizing resource aggregation and collaboration, Money Smart KC and the AEI may be able to establish a new model of implementation for replication in every major city, state and possibly a single use national website. A national website that aggregated all state and city websites could help millions of families in need!

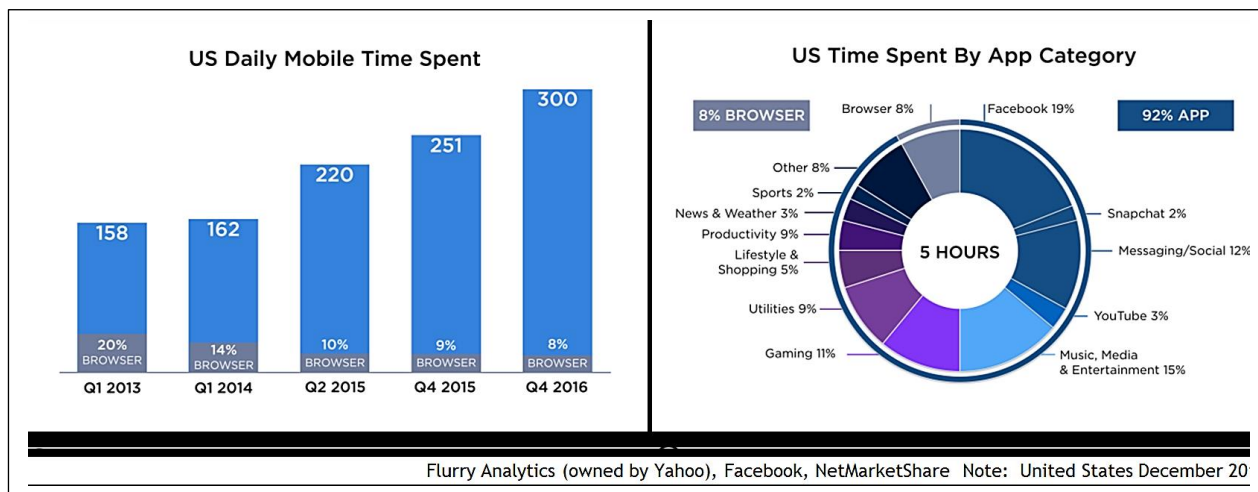


Understanding The Value Of Phone Apps

Phone Application

The average American spends five hours a day on phone apps. Whether we are streaming music and videos, traveling, viewing social media or shopping, Americans spend over a half a trillion hours on apps a year. Money Smart KC may want to consider developing an innovative app.

The key to a Money Smart KC app would be to have this app be the go-to app for anyone in need of literally anything. This could be excelled by partnering with schools to promote the app to youth, teens and parents. The app could also be marketed through community based organizations, financial institutions, businesses and churches to adults.



The Money Smart KC app doesn't need to be more popular than sports, social media, travel, weather or other apps, it just need to be in the conversation! Money Smart KC has to increase the value and exposure of their vetted resource website and future app to end users.

Co-Brand The Money Smart KC Initiative as a Resource Website

Many individuals that hear of the Money Smart KC initiative think of only financial education and banking. How does Money Smart KC convey a continuum of resources; family stabilization, financial education, banking and economic mobility? The website platform of the initiative may need to be co-branded with **KC RESOURCES**, providing another marketing platform for end users.

Co Brand Slogan: ANY Resource, for ANY Family member in Need, in Metropolitan KC!

Money Smart KC test marketed 155 URL addresses in 2017. This test marketing showed that many individuals were logging onto the website for financial resources and then transitioning to family stabilization resources. Money Smart KC also wants individuals to log onto the website for family stabilization services because that is the starting point of the continuum. Thus, Money Smart KC is considering co-branding with the URLs listed below to draw even more individuals to resources that stabilize, financially educate, bank, and promote economic inclusion and economic mobility for low- and moderate-income families. Currently, the domains below are utilized by Money Smart KC.

www.kcseniorresources.org
www.kcdisabilityresources.org
www.kcspanishresources.org

www.kcyouthresources.org
www.kcteenresources.org
www.kcadultresources.org

Future Innovation Could Excel Economic Mobility for Low- and Moderate-Income Families

Money Smart KC must always look to the future to ensure that we are not a lagging adapter of technology. Travel back in time 24 years when Yahoo was invented in 1995. Then soon after came Google. These sites revolutionized how people obtained resources. But these inventions may have not been the best way for low –and moderate-income families to search for resources because of choice overload. It took 21 years for Metropolitan Kansas City to create a resource website that was not a geocoded, search word site. It took 21 years to design a two-click website specifically listing vetted resources for low- and moderate-income end users to promote stabilization, financial education, banking, economic inclusion and economic mobility with their families. We know we missed an opportunity to help an entire generation of individuals by waiting 21 years to develop the Money Smart KC website. Therefore, we are looking for proactive solutions for future resource distribution.

Keys to Money Smart KC's Future Success:

1. Money Smart KC must be an initial adapter of new, exciting, and relevant technologies as they are implemented across the nation. Knowing that the middle- and upper-income schools and neighborhoods will quickly adapt to innovative technology, this could instantly disadvantage low- and moderate-income families. Technology implementation plans should be created well before the initial adaption of future technologies. As mentioned above, it took 21 years for a major city to develop a comprehensive vetted resource website that wasn't based on geocode search terms.
2. Low- and moderate-income families must use computers, i-Pads or Kindles as their learning devices. Many students in urban schools do not have connectivity or a learning device at home.
3. Money Smart KC has to explore virtual reality financial education options. Teaching directly from the Money Smart KC website is innovative, but how can we use virtual reality with financial education curriculum and cultivate more interest from students? Can students use virtual reality to walk into banks, stand on the floor of Wall Street, or tour the Federal Reserve Bank?
4. Groundbreaking 3-D hologram technology could create a virtual classroom anywhere and teach any subject. A hologram is a creative innovation that would completely transform electronic modes of teaching. It would give lecturers and students a technology-driven classroom where a teacher can beam in from a remote bank or office to teach financial education. In less than three years, Money Smart KC wants to record hologram financial education sessions and list them on the Money Smart KC website. They also want to prepare Money Smart KC ambassadors to teach live hologram classes. Money Smart KC wants to implement a proactive approach in which these recordings would be in place before the initial adoption of hologram technology in the classroom.
5. All adult, teen, youth, professional, and Spanish topic tabs will be redesigned to better reflect end-user needs. This design is centered on technology as we hope to add videos, blogging sections, and social media per topic and explore virtual reality, artificial intelligence and hologram technology for each topic. The goal is to use technology to individualize usage.

The Future Is Now – New Innovation Developed Daily!

Many Money Smart KC partners and leaders in other cities are working to create innovative resources for low- and moderate-income families. In 2018, the unique phone app MYLNK was created in Lincoln, Nebraska. It contains services and resources from nearly 400 organizations and 700 programs. The key to the app is that it works offline. This allows those that have limited cell phone access or connectivity to download the app and use it without being connected. A tool like this could be useful for every city in the county.

Marketing Assignments

Marketing an initiative can be extremely complex especially for a marketing committee of volunteers. During focus group testing individuals suggested concentrating efforts on the groupings listed below. The suggestions have been grouped and color coded to make it easy to assign to responsibilities to marketing committee members. Marketing Committee members can then manage specific outreach responsibilities. Please note that this is not a comprehensive plan but a strategic marketing assignment overview established through focus groups.

| School | Community Orgs. | Media | Print | Pediatric | Online/Social | Youth | Emergency |
|--------------------------------|---------------------------|-------------------------|-----------|------------------------|-----------------------------------|-----------------------|--------------------|
| Schools | Churches/ Libraries | TV/Radio | Magazines | Pediatric Hospitals | Social Media/Blog | Youth Sports | Police |
| PTA Associations | Non-Profit Orgs. | Media | Flyers | Pediatric Dental | Website Icon | Youth Clubs | Fire Dpt. |
| School Sport Facilities | Financial Institutions | Initiative Spokesman | Posters | Pediatric Doctors | Targeted Internet Marketing | Youth Legal Issues | EMS |
| Home School Associations | Business HR Directors | PSA | Newspaper | Pediatric Optom. | Phone App | Parent Groups | Social Services |

Although not mentioned as a marketing responsibility on this page, the innovative marketing practices involving geofencing, holograms, virtual reality, artificial intelligence, video production and other innovative marketing will be key for the future success of Money Smart KC.

KEY CURRENT AND POTENTIAL CONCENTRATED MARKETING EFFORTS

Staff Training/ Community Presentations

Money Smart KC representatives have presented to many partner staffs. They have also given State, National and International presentations.

Partner Communication

Over 6,700 community leaders received communication bi-weekly. Over 760 AEI members received communication weekly.

Municipalities and Chamber of Commerce

Money Smart KC representatives have presented to municipalities and Chambers of Commerce in Metropolitan Kansas City.

Big 15

The Big 15 represent the largest 15 organizations serving low –and moderate-income families, serving between 25,000 and 300,000 unduplicated individuals annually.

Website co- branding

Money Smart KC has the potential to co-brand as a family stabilization resource websites. Half of the Money Smart KC topics are stabilization resources.

Professional Sports Teams

An effective partnership with the Royals, Chiefs or Sporting KC could be very valuable for the future marketing of Money Smart KC.

Results of Effective Marketing

2018

72
MSKC Steering Committee Members

762
AEI Members

2007-2017 Money Smart Month

1,641
Total Annual Partners

6,135
Classes or Events

119,375
Attended Financial Education
Classes and/or Events

2017 Money Smart Month

281
Partners

1,284
Classes or Events

27,336
Attended Classes and/or Events

March 2016-March 2018

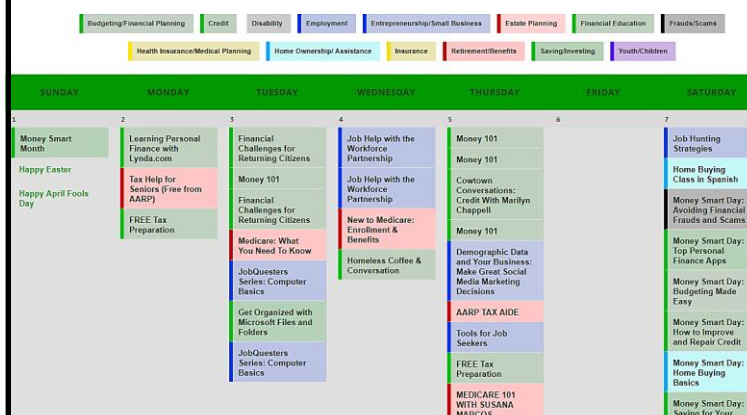
401,264
Total Website Views

Unbanked Households

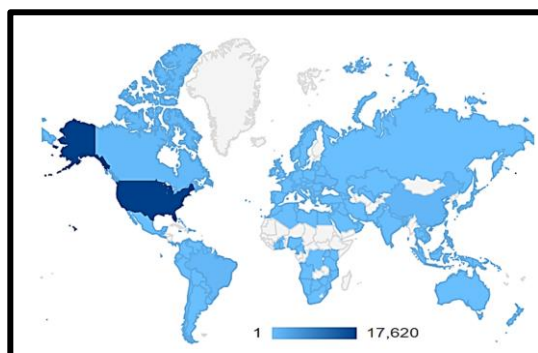
Money Smart KC and the AEI have partnered with over 1,000 organizations to help bank the unbanked in Metropolitan Kansas City. Although there are many reasons the unbanked households have decreased, the collaborative efforts of these 1,000 partners could have had an impact.

| | Unbanked | Underbanked | Total |
|------|----------|-------------|-------|
| 2013 | 12.1% | 19.4% | 31.5% |
| 2015 | 5.0% | 22.1% | 27.1% |
| 2017 | 6.2% | 20.2% | 26.4% |

Events for April 2018



The Money Smart KC financial education calendar topped 640 events in 2017 and exceeded 1,400 events in 2018.



The Money Smart KC website was viewed tens of thousands of times by almost every nation in the world. Money Smart KC has given multiple international presentations.

Volunteer Recruitment: A Key to Partner Success!

As part of the original plan to create a centralized resources database, community members also proposed to create a central volunteer database that revolved around financial education volunteer initiatives. AEI members created the database in 2015, and it was released along with the expanded Money Smart KC website in March 2016.

Because of the volunteer portal, Money Smart KC not only attracts the partners that need volunteers but also partners that want to volunteer. Now the Money Smart KC website has one of the largest volunteer portals in Metropolitan Kansas City. It is estimated that between 1,500 and 2,000 people volunteer annually through the Money Smart KC portal. It was a five-year goal of AEI members and Money Smart KC to drive 10,000 volunteers towards financial education delivery opportunities.

When looking to the future of one of the largest volunteer initiatives in the nation, the first question must be what the sustainable capacity of Money Smart KC is. Leadership must determine its current capacity. Then, the leadership must determine what the planned future capacity of the initiative will be. If an expansion to a staffed initiative is the goal, then a very comprehensive review of all platforms is needed. If the initiative is at capacity and no expansion is planned, then the group must develop a maintenance and evaluation plan.

There are specific keys to the growth and management of any initiative. In the past five years there were many suggestions that were repeatedly submitted to AEI and Money Smart KC leadership. AEI members and Money Smart KC partners repeatedly commented about the possibility of expanding the initiative with paid staff. Employing staff could add increased overview and effectiveness of committee work, marketing and fund raising and have a long-term impact on the effective maintenance and expansion of the initiative.

Stated below are other specific community leader suggestions for the future of Money Smart KC.

Suggestions for 2019-2020 Implementation include:

1. Add a full-time Executive Director and a support staffer. These individuals could be responsible for Money Smart KC, Bank On and some CHES Inc. operations.
2. Apply for Bank On funding from CFE and add Bank On as a committee of Money Smart KC if the funding is approved. Assign Bank On responsibilities to Money Smart KC Executive Director.
3. Explore utilizing a professional marketing agency.
4. Expand the Money Smart KC executive committee to 9-11 individuals and include the new Money Smart KC Executive Director position. Ensure more professionals from the Big 15 are included.
5. Invite targeted members of the community to join the Money Smart KC steering committee and participate on individual committees (Royals, Chiefs, Big 15, Chambers, Municipalities, etc.).
6. Expand the website committee. A new updated image must be continually implemented along with innovative content. Consistent evaluation and focus group testing is imperative to ensure technology is applicable to a diverse audience of end users.
7. Establish a print and e-mail distribution schedule.
8. Record video presentations as listed in this report.
9. Explore recording and presenting hologram presentations.
10. Record a Money Smart KC leader teaching every topic listed in the adult, teen and youth section. Make it easy for teachers and others teaching financial education or family stabilization to show a video for the specific topic subject matter.
11. Add a minimum of five informational updated videos to each topic per year. These would be from outside sources and reference end users to YouTube.
12. Finish the Spanish Website.
13. Ensure poster distribution is completed to schools, HR representatives, churches, libraries, community centers and community based organizations. Both the new Money Smart KC posters and Resource KC posters should be co-marketed in every classroom, break room, church and community based organization, etc. It would be the goal to have a poster in every classroom of each school located in Metropolitan Kansas City. An estimated 15,000 posters would be needed.
14. Establish 2-3 spokesman that should be diverse in age, gender, race, etc. and have an agreed upon initiative presentation.
15. Encourage Google and other search engines to list the MSKC website on their search platforms. This could be test marketed in the 15-county Kansas City MSA. The counties could be geofenced and listed on all internet access search pages as a direct link.
16. Use innovation such as artificial intelligence, virtual reality and especially hologram technology to stay relevant.

17. Have targeted meetings once a year for all nine professional groups listed on the professional tab on the website landing page. The more specific and relatable the targeting information is, the more likely the individual groups will be to use the website.
18. Create a pinning tool resembling Pinterest where users can pin their favorite topics/resources to a board that they can reference. This could also resemble a saved history tool.
19. Implement a partnership with a very large group that could macro market the initiative (Chiefs, Royals, radio station, T.V. station, Google, Kansas City Mayor, etc.)
20. Create a much larger group of strategic marketing partners and have the Money Smart KC marketing committee provide macro leadership to multiple focused groups. On page 22, the color coded results of the focus groups are listed. There are eight groupings of marketing outreach that are color coded and six specific outreach areas coded in blue. The goal might be to have 16 members of the Money Smart marketing committee divided into 8 teams of two. Each group of two marketing committee members would be assigned a color and one specific project outlined in blue.

Effective Duplication Can Help Prepare Low- And Moderate–Income Families For Obstacles in In The Future!

What will be the factors limiting wealth and economic mobility for families in the future? And how can Money Smart KC prepare Metropolitan Kansas City partners to overcome these obstacles?

Money Smart KC has analyzed best practices from very successful initiatives in San Francisco, Denver, Louisville, Seattle and others. Money Smart KC leaders have built their comprehensive program by consistently reviewing effective and efficient innovative practices across the nation.

To keep a high level of end user engagement it is imperative that Money Smart KC effectively and efficiently replicate outstanding best practices from other financial initiatives across the nation. Initiatives like the MyLNK phone app that was recently developed in Lincoln, Nebraska can be replicated quickly. This App is extremely useful for individuals needing family stabilization and financial capability resources but that have limited phone connectivity plans.

It is the opinion of many that the greatest influence affecting the low- and moderate–income family will be the automation of jobs. It is projected in multiple studies that 40%-60% of jobs could be lost to automation in the next 20 years. The future of economic mobility could be greatly restricted by automation of jobs. It is easy to say that all a family needs is to increase their education and that will enable them to qualify for a higher paying job. But what is the practicality in achieving this? Who around the nation is doing this in effective and efficient ways? And how can communities share innovative ideas?

The key to Money Smart KC success won't be the innovation that they invent or have invented and implemented in the past but will be the innovative best practices that they can replicate from other initiatives helping low- and moderate income families. If Money Smart KC can replicate best practices in a timely manner, they will be able to provide a much more effective platform to stabilize, financially educate, bank and promote economic mobility with low- and moderate–income families. Working to implement the most innovative solutions, by duplicating other national financial initiatives, will be a key to future success.

Sliced Bread Revolution –Continual Strategic Improvement

Sliced Bread Revolution

For this comparison, **sliced bread** is a loaf of bread that has been sliced with a machine and packaged for convenience. The first commercial use of the machine was by the Chillicothe Baking Company of Chillicothe, Missouri. They sold their first slices on July 7, 1928. In 1930 Wonder Bread started marketing sliced bread nationwide. Today approximately 168 million packages of bread are consumed per week in the United States!

What does sliced bread have to do with Money Smart KC, an initiative to help stabilize, financially educate, bank and promote economic mobility for low- and moderate-income families? Money Smart KC started by developing the first Money Smart Month in the United States, comparable to a single loaf of bread. Five years later, Money Smart Month turned into the first year-round Money Smart initiative with a multi-platform approach that included 78 topics created for youth, teens and adults. Working to continually refining their resources, Money Smart KC added 9 professional topics in 2018 and will finalize a Spanish topic in 2019.

From the introduction of sliced bread in 1928, the bread industry continually improved their product, created new products and specialized their product to serve almost all users. To be more specific, and depending how you define bread, there are over 150 types of bread. And each type can be made in many different ways. The end result is that bread producers have continued to be inventive and add to their audience of consumers. There are billions of people eating sliced bread in every country in the world.



Establishing Distribution and Product Placement



Can Money Smart KC continue to segment their platforms and work to create products, programs and services with value to all end users? Money Smart KC developed an aggregate system of vetted resources for youth, teens, adults, Spanish speaking end users and professionals. They have implemented six platforms. They have developed an easy to understand continuum that starts with stabilization and ends with economic mobility. But how will they increase their appeal to 800,000 low- and moderate-income families and over 225,000 individuals living in poverty in Metropolitan Kansas City?

Money Smart KC may want to think about the 90 years of sliced bread development. How did this industry become one of the most popular industries in the world? They expanded their product line so that almost everyone is interested in at least one type of bread. Then they worked to perfect the 150 different types. They also marketed well and had great product placement in tens of thousands of supermarkets around the United States.

But life moves much faster now and Money Smart KC doesn't have 90 years to define products, establish marketing channels, and evaluate and refine products. A very interesting book, *Blitzscaling*, was written about the ability to grow and be successful in a very limited amount of time. The authors Reid Hoffman, co-founder of LinkedIn, and Chris Yeh, an entrepreneur, prioritize speed over efficiency in an environment of uncertainty. There suggested implementation model allows a company to go from "startup" to "scaleup" at a furious pace that captures the market.

There are many questions to ask about the current and future development of the Money Smart KC initiative. Did Money Smart KC work to create a product that is exciting to everyone? If so, is it

Sliced Bread Revolution Continued

marketed well? Does it have placement where all families in need can see and access it? Is Money Smart KC working to revise their platforms and present the information in multiple ways so different races, genders, age groups, etc., will be able to easily access their preferred resources.

People say, “The best thing since sliced bread” when referring to something awesome. What they fail to realize is that sliced bread has changed greatly and evolved consistently over the past 90 years. Over the years it has improved in taste, texture, shelf life and continues to gain in popularity worldwide. It has become much more specialized; fat free, gluten free, low sodium, low calorie etc. And distribution channels and marketing have expanded greatly.

Has Money Smart KC invented its own “sliced bread?” Is the approach of implementing an aggregate system of vetted resources that can be a one-stop shop for all families in need a “Sliced Bread” idea? Will the continuum of stabilizing, financially educating banking and establishing economic mobility for all families be the road map for social services, banks, teachers, etc., in the 21st century? Or are multiple parts of this initiative a “sliced bread” idea?

If Money Smart KC leadership truly believes that in today’s technical age of innovation, their product could have a major impact on Kansas City and any city that replicates the model, then how do you present the product in a way that is exciting to all. Can resources be distributed to urban, suburban and rural areas in the same manner? Will different cultures, races and religions be attracted to one picture based setting or can the initiative work to further specialize the product thus increasing adoption rates?

Another great book, *Influencer*, outlines the power to change anything. *Influencer*, by Joseph Grenny, gives many examples of how great ideas could be scaled from very small initiatives serving hundreds to very large initiative that could change the world.

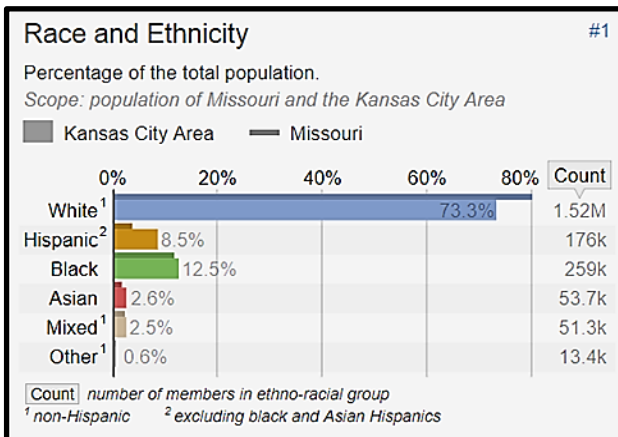
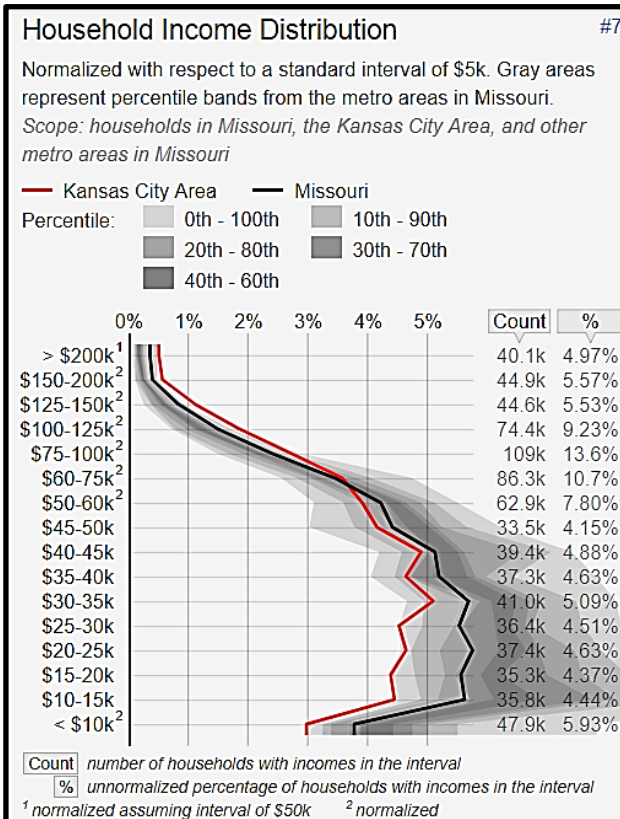
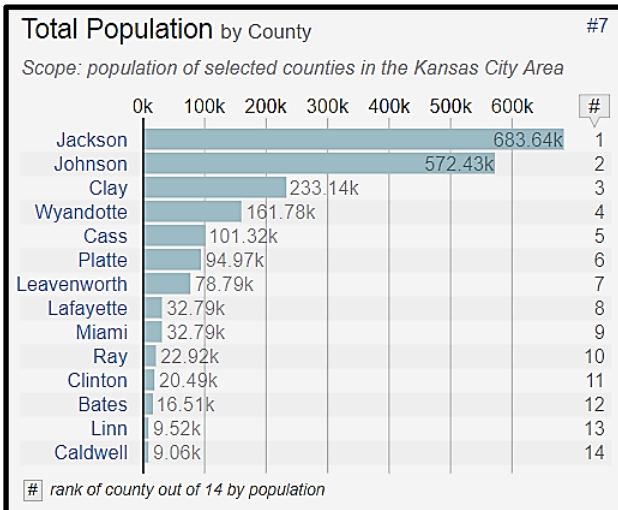
It is estimated that Metropolitan Kansas City has over 225,000 individuals living in poverty and over

800,000 low –and moderate-income individuals (80% of the area median income of \$61,385). Knowing that 800,000 individuals live in households that earn under \$49,108 how can Money Smart KC leadership use market research to reach enough users to create a tipping point. Over 33,000 computers have accessed the Money Smart KC website but that is a small percentage of the families in need. Money Smart KC needs to market resources effectively to hundreds of thousands of families across Metropolitan Kansas City.

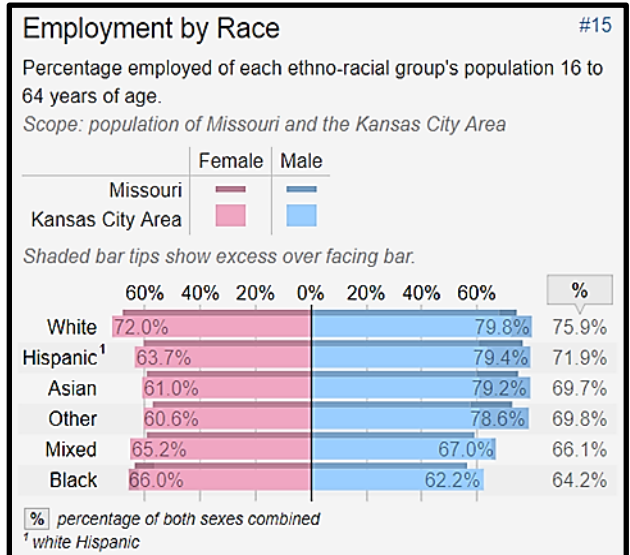
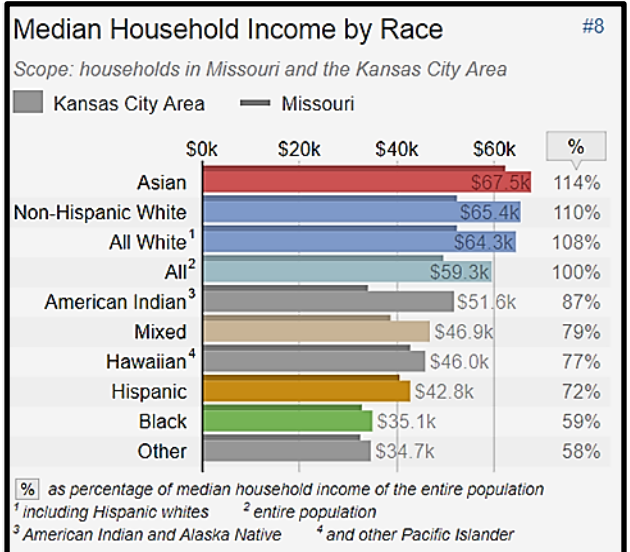
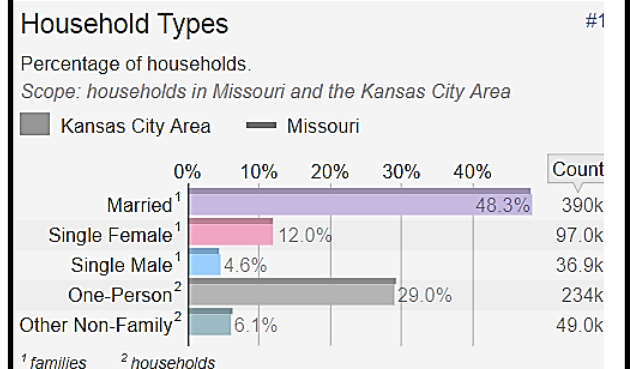


Finally, think about the Chillicothe Baking Company that started the sliced bread industry. Within two years the Wonder Bread Company took that idea and spread it nationwide. What happens when a large entity such as the United Way, ABC kids, Google, Apple, Disney, or some large foundation expands the Money Smart KC idea of a picture based one-stop aggregate resource platform to multiple cities, states and even develop a national one-stop aggregate website? Is that ok to be the Chillicothe Baking Company and change the world by inventing the innovative technology driven platform that can be replicated?

So we are back to sliced bread. The product is great, it is individualized to almost every consumer and the distribution channels are outstanding. Bread producers continue to refine the product, expand the choices and increase the quality. Every month new innovative bread products are released and established products are revised. Bread products hold a prominent place in the 38,571 supermarkets in the United States and it only took 90 years! Can Money Smart KC establish their brand in a similar way for all families in need of resources in Metropolitan Kansas City and how long will it take?



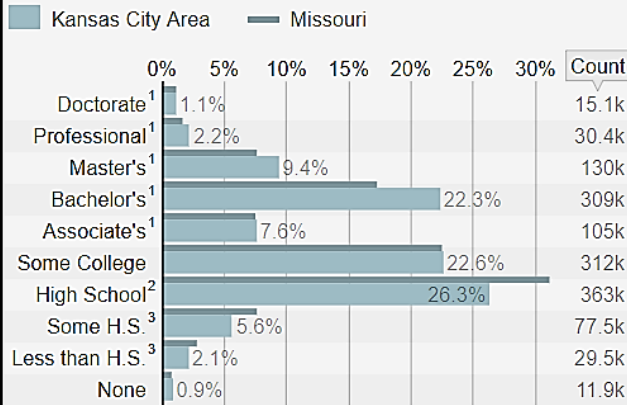
Kansas City MSA



Detailed Educational Attainment #3

Highest level of education among people aged 25 years and older.

Scope: population of Missouri and the Kansas City Area



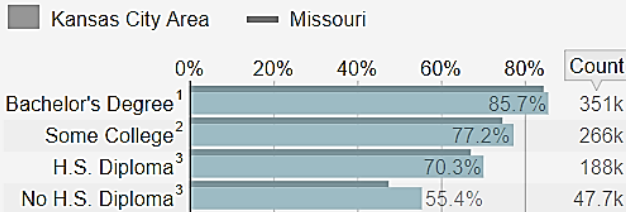
[Count] number of people in category

¹ Degree ² Diploma or equivalent ³ H.S. = High School

Employment by Educational Attainment #13

Percentage of population that is employed by highest level of educational attainment among the population aged 25 to 64 years old.

Scope: population of Missouri and the Kansas City Area



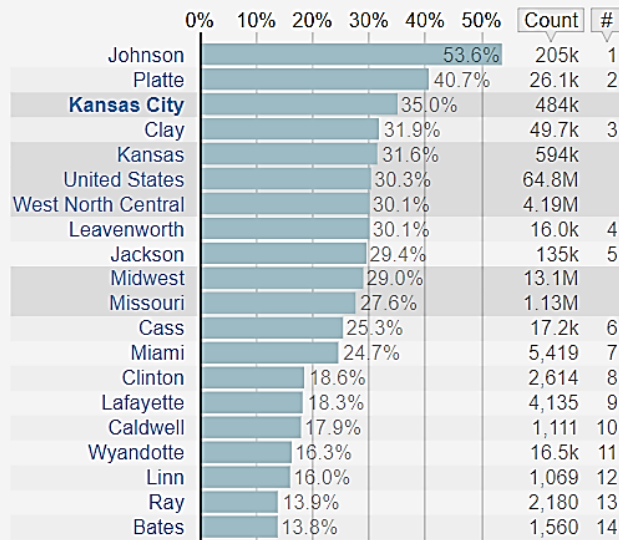
[Count] employed people with given educational attainment aged 25 to 64 years old

¹ or higher ² two or four year institution ³ H.S. = High School

Bachelor's Degrees by County #48

Percent of population 25 years of age and older with a bachelor's degree or higher.

Scope: population of the Kansas City Area, selected counties in the Kansas City Area, and entities that contain the Kansas City Area



[Count] number of people in category

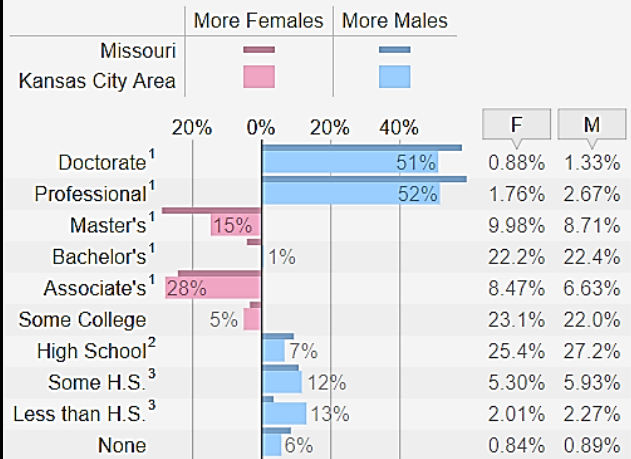
rank of county out of 14 by percentage of population 25 years of age and older with a bachelor's degree or higher..

Kansas City MSA Education Attainment

Detailed Educational Attainment Sex Ratio #6

Percentage more likely men or women are to have various highest levels of education among people aged 25 years and older.

Scope: population of Missouri and the Kansas City Area



[F] females in category as a percentage of all females

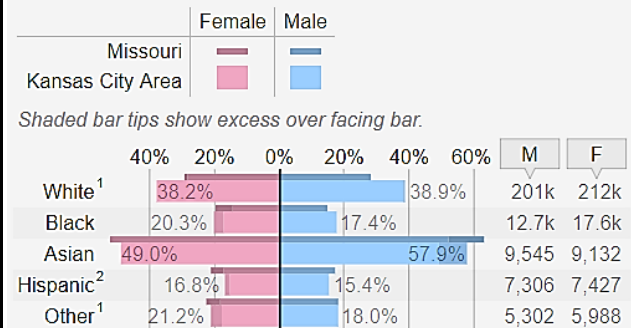
[M] males in category as a percentage of all males

¹ Degree ² Diploma or equivalent ³ H.S. = High School

College Graduates By Race #15

Percent of racial or ethnic group with a bachelor's degree or higher.

Scope: population of Missouri and the Kansas City Area



[M] number of males in category

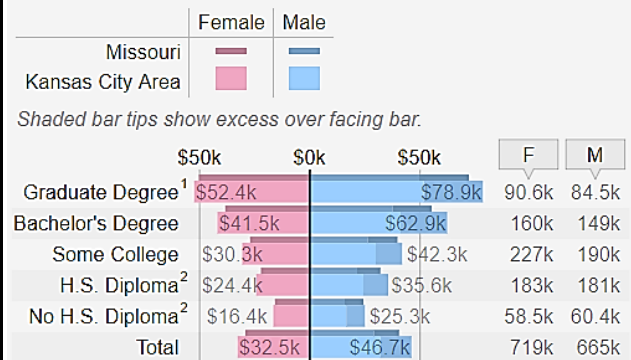
[F] number of females in category

¹ non-Hispanic ² excluding black and Asian Hispanics

Median Earnings by Educational Attainment #11

By sex among population 25 years old and over with earnings.

Scope: population of Missouri and the Kansas City Area



[F] females with given highest level of educational attainment

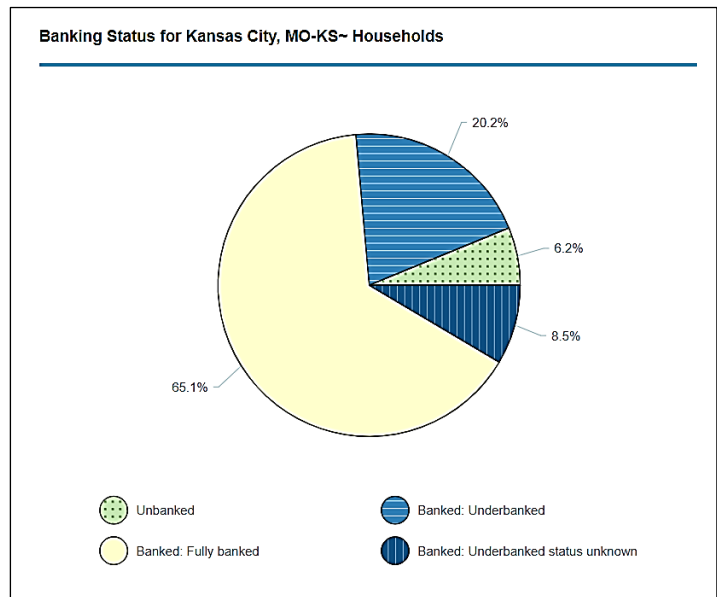
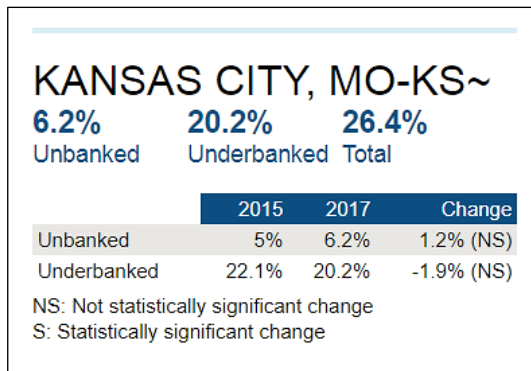
[M] males with given highest level of educational attainment

¹ or professional degree ² H.S. = High School

Appendix 2 - Kansas City MSA Unbanked Overview

Kansas City MSA

Unbanked and Underbanked



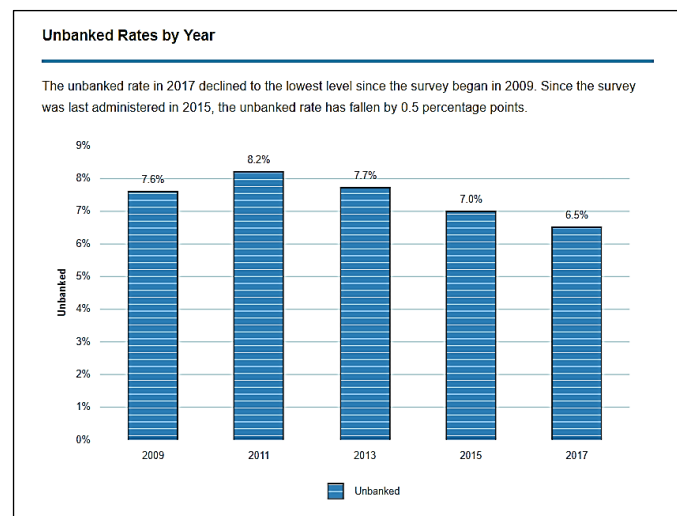
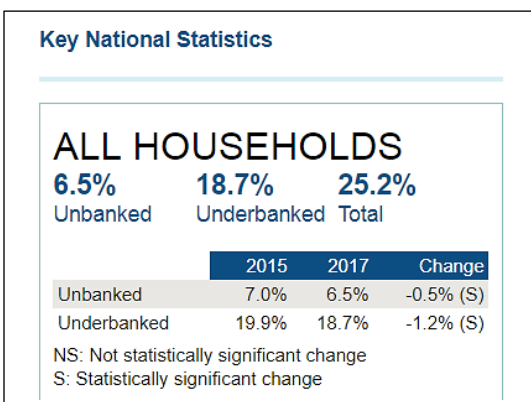
Underbanked Rates by Year for Kansas City, MO-KS-

| Characteristics | 2013 (Percent) | 2015 (Percent) | 2017 (Percent) | 90% Confidence Interval, 2017 | Difference (2017- 2015) | 90% Confidence Interval, Difference |
|-----------------|-------------------|-------------------|-------------------|----------------------------------|----------------------------|--|
| All | 19.3 | 22.8 | 20.0 | (16.0, 24.8) | -2.7 | (-9.8, 4.3) |

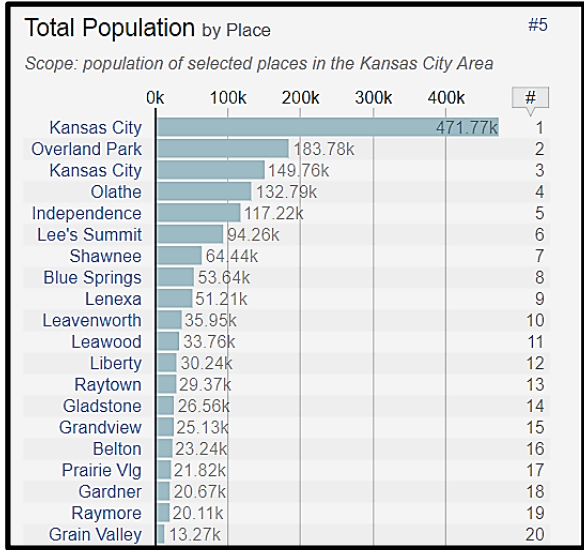
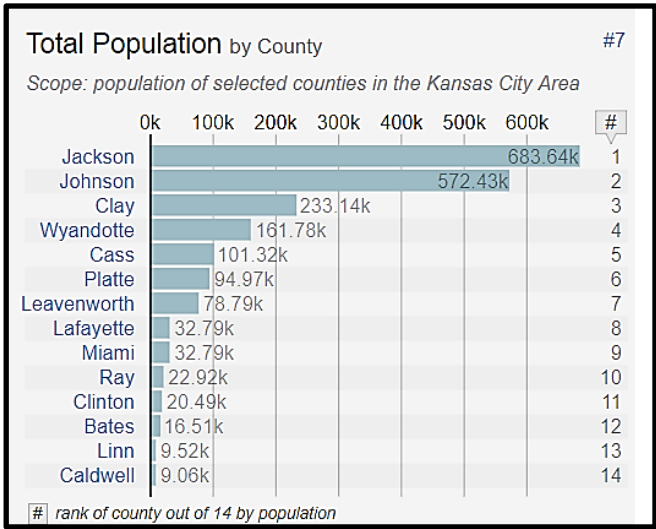
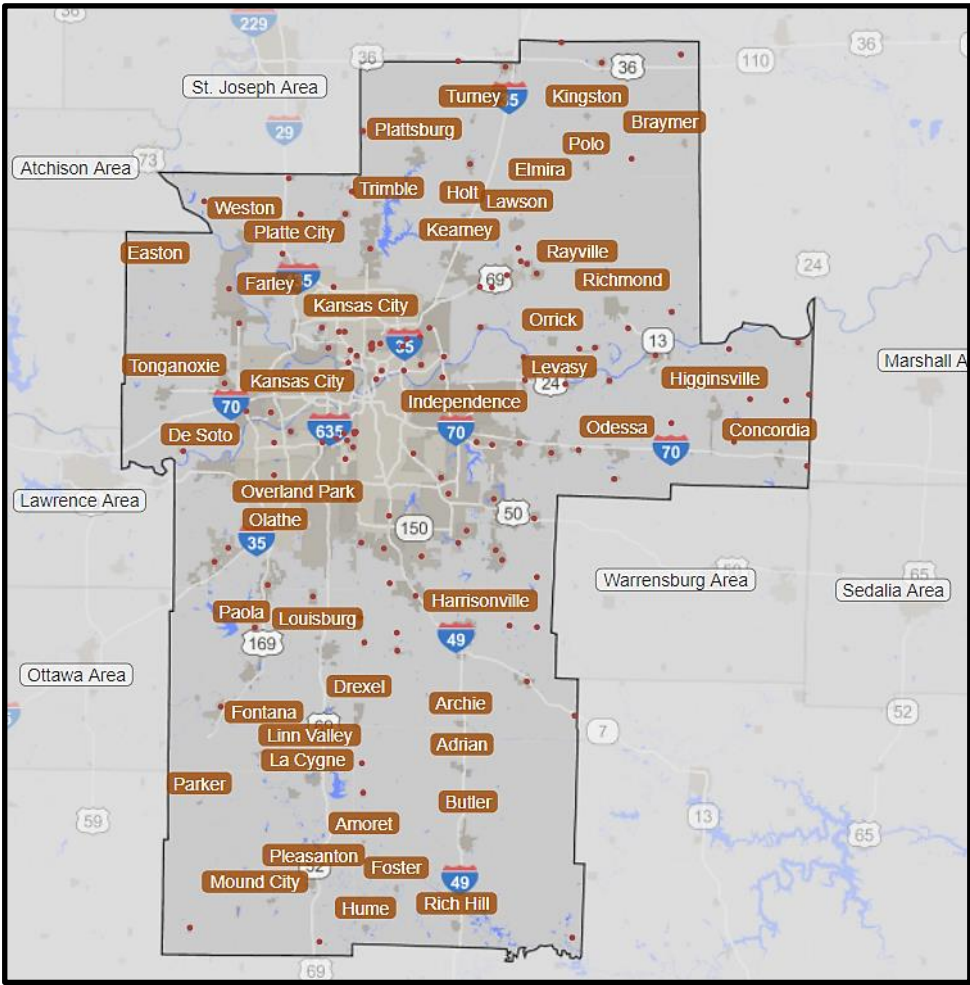
Unbanked Rates by Year for Kansas City, MO-KS-

| Characteristics | 2013 (Percent) | 2015 (Percent) | 2017 (Percent) | 90% Confidence Interval, 2017 | Difference (2017- 2015) | 90% Confidence Interval, Difference |
|-----------------|-------------------|-------------------|-------------------|----------------------------------|----------------------------|--|
| All | 12.0 | 5.5 | 6.2 | (4.0, 9.4) | 0.7 | (-3.5, 4.9) |

National Unbanked/Underbanked Statistics



Appendix 3 - Kansas City Area Map

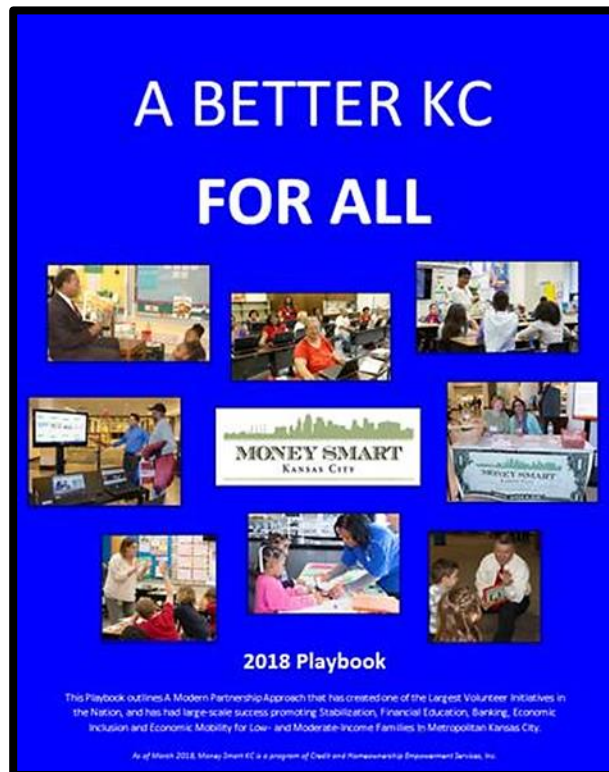


Report Created By: AEI Members and
Money Smart KC Leadership

Report Finalized on January 13, 2019

Please reference any questions to the Contact Us tab
of the Money Smart KC website.

<http://www.moneysmartkc.org/evaluations-feedback/>



For more information about the Money Smart KC implementation, please read the 2018 40-page playbook. The playbook outlines the macro implementation model utilized to create the multiplatform initiative and can be used to assist with any replication.

<http://www.moneysmartkc.org/wp-content/uploads/2018/03/2018-MSKC-Playbook-2018.pdf>